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Dental School Helps Patient Rebuild Her Life

ADAM ZEWE

When Helen Ford Dale first sat in the waiting room at the School of Dentistry clinic, she was unsure if she'd ever be able to talk again. Thirty years later, Dale not only speaks, she sings the praises of the School's dentists who rebuilt her jaw, and helped her rebuild her life.

Her journey to the dental care clinic begins 2,500 miles from Baltimore. Dale, a native of Chicago, retired to Guadalajara, Mexico, in the early 1980s after a successful career in public relations. A burglar broke into her home there and shot her twice in the face, completely destroying the left side of her jaw. She was rushed to a hospital, where she nearly died because the hospital did not have enough blood stored for surgical procedures. After being transferred to a private hospital, she received lifesaving surgery. But the damage to her jaw left her in despair.

"When I was shot, I thought that would be the end of my productive life," she says.

Dale returned to the U.S. and, on the recommendation of her son, she visited the School of Dentistry for treatment. She was frail and weighed only 89 pounds at the time—her jaws were wired shut so tightly that she had been unable to eat solid food for weeks. Dental school faculty members replaced bone in her jaw and rebuilt her upper and lower cheeks.

"I was so impressed by their thoroughness

and kindness at every level of the restoration," says Dale.

While in Baltimore for the treatment, Dale's life took another unexpected turn. The Mexican peso lost so much value that all the money she had saved for her retirement in Guadalajara became worthless. Virtually penniless, Dale found an apartment in Baltimore and began building a new life. With her ability to speak restored, she took a job with the Baltimore County Police Department as a public relations officer.

"I couldn't have gotten a job if it hadn't been for the treatment I received at the School of Dentistry," Dale says.

While attending church, she met Grady Dale Jr., EdD, MA, who was then assistant dean for student affairs at the School of Pharmacy. The two married, and today Helen Dale has a happy family life in Baltimore along with a rewarding career and opportunities to give back to the community—she serves on Maryland's



JENNY OWENS

Helen Ford Dale is grateful to the School of Dentistry for 30 years of reconstructive surgery, which "gave me new life."

Electoral College and is the founder of Maryland Women for Responsible Government.

She says none of that would be possible without the care she received at the dental school, which she continues to visit for ongoing treatment.

"The School of Dentistry gave me a new life," she says, "and the opportunity to start a new career. I'm grateful for the care I've received."

Workshop Demonstrates the Challenges of Living in Poverty

COURTNEY J. JONES

In January, the Office of Interprofessional Student Learning and Service Initiatives introduced an interactive workshop that allowed participants to assume the roles of individuals living in poverty. The event, the Poverty Simulation, attracted 40 participants and volunteers from around the University and our community.

The three-hour simulation was designed to help participants understand what it is like to live in a low-income family and survive from week to week.

At check-in, each participant was assigned an identity within a family unit. That family

POVERTY SIMULATION *continued on p. 2*

Kathleen Kennedy Townsend to Chair Global Virus Network

STEVE BERBERICH

Former Lieutenant Governor Kathleen Kennedy Townsend, JD, will chair a coalition of the world's leading medical virology research centers, co-founded by Robert Gallo, MD, director of the University of Maryland Institute of Human Virology (IHV), to help limit illness and death resulting from viral disease.

The coalition, the Global Virus Network (GVN), is housed at the institute, which is part of the School of Medicine.

"It was fitting for Kathleen to become chair of GVN's Board of Directors as she has long been a proponent of scientific research and public health," says Gallo. "She recently stepped down as chair of IHV's board and remains actively involved in the institute's leadership.

"Her leadership will contribute greatly to GVN as she will bring together partners including foreign governments, the private sector, and citizens to promote and protect human health through GVN and its many partners," he says.

The rigorous and worldwide research network, Townsend says, "is the very safety

net that we need to protect the health of the world's citizens from new viral threats."

"To put this safety net in place requires support from governments, the private sector, and citizens," Townsend says. "I will bring all of these partners together to protect human health through GVN and its many partners."

The GVN was established by Gallo, Reinhard Kurth, PhD, of the University of Munster in Germany, and William Hall, MD, PhD, of University College Dublin, along with more than 30 other leading medical virologists representing nearly two dozen countries.

The network's mandate is to serve as a catalyst between laboratory research and clinical application, as well as to coordinate, support, and promote research that bridges the gap between virus surveillance and virus response.

In helping to launch GVN in March 2011, Gallo says, "The need for the Global Virus Network has never been greater. With the volume and pace of international travel, isolated viral outbreaks become widespread epidemics at much faster rates than they have in the past.

"Overcrowded conditions in many regions



COURTESY OF AMERICAN BRIDGE 21ST CENTURY

Kathleen Kennedy Townsend

lead to increasingly common jumps of novel viruses from animals to humans. Entirely new kinds of viruses are continually discovered in humans and animals. We are not sufficiently prepared for the next threat."

MESSAGE *from* THE DEAN



This month the School of Social Work is proud to join 200 other schools and departments of social work and about 300,000 U.S. social workers in celebration of Social Work Month. Lately, we have had much to celebrate: Mary Richmond, the mother of social work education, was a Baltimorean, and our own social work department at the University of Maryland Medical Center is one of the oldest in the country.

With the nation’s attention increasingly turned toward understanding the social epidemiology of our problems, this is a significant time for social work. In the recently released, National Institutes of Health (NIH)-funded volume, *Shorter Lives Poorer Health*, comparing health outcomes across developed nations, the National Academy of Sciences indicates that “the U.S. health disadvantage has multiple causes and involves some combination of inadequate health care, unhealthy behaviors, adverse economic and social conditions, and environmental factors, as well as public policies and social values that shape those conditions.” The new report demonstrates that the chances of making it to age 50 are significantly lower in the U.S. than in comparable countries. Even among the health conscious and the privileged, Americans live shorter lives than people in other developed countries.

Robert Kaplan, PhD, director of the NIH’s Office of Behavioral and Social Sciences Research, concluded, in his recent remarks to the Society for Social Work and Research, that about half of all health problems have a behavioral health contribution such as violence, poor habits, mental illness, addiction, or poor self-care following medical treatment.

No simple explanation accounts for these results. Poor access to quality health care, and our lower use of primary care providers may be part of the puzzle. But, as the report suggests, much of the problem lies on the edge or, even, well outside of the health care system. For males, 19 percent of the difference between the U.S. and the average of the comparable countries in deaths prior to age 50 is attributable to homicide. Another 34 percent comes from the difference in accidents, and about half of these accident-related deaths are from transportation crashes. The U.S. is second in deaths resulting from poisoning. We lead the group of nations in the prevalence of obesity and overweight youth, in adolescent pregnancy, and in the number of youth infected with HIV.

As a public health community, we have a lot of work to do. Social work must be a significant part of that work because the risks go well beyond smoking, diet, and low use of seat belts or motorcycle helmets. These harms also originate in extreme social stratification and the consequences of disadvantage and social injustice.

We educate graduate students to help reduce these risks and to succeed at every level of intervention from clinical work to leading political organizations. The breadth of this

work is needed, more than ever, to cross all conventional economic, organizational, and international boundaries in this world without walls. Our faculty, staff, and students are primed to accelerate the difference we have made for more than 50 years.

We began in a warehouse and now we are housed in three buildings and implement projects in more than a dozen states and three countries.

The School’s 50th anniversary last year has now been succeeded by intense efforts to look forward five decades. We envision the growth of social work that has greater involvement in prevention and health promotion—important complements to our historic role. We very much look forward to working with all of our University of Maryland partners as we reach out to grasp the future.

Very truly yours,

RICHARD P. BARTH, PHD, MSW
DEAN AND PROFESSOR
UNIVERSITY OF MARYLAND
SCHOOL OF SOCIAL WORK

POVERTY SIMULATION *continued from p. 1*

was then challenged to make ends meet, to ensure that bills were paid, that children stayed in school, and that food was purchased—all while living below the poverty threshold. The families were constantly tested with eviction, crime, illegal activities, imprisonment, difficult-to-navigate social services, and other factors that perpetuate the cycle of poverty. Quite often, volunteers, who were assigned the roles of social services agents, police officers, teachers, doctors, employers, and bill collectors, single-handedly determined if a family would survive the month.

“In med school we talk about poverty, but to experience it is something else altogether. This experience will impact how we serve the community in the future.”
— Jeanine Reyes

“In med school we talk about poverty, but to experience it is something else altogether. This experience will impact how we serve the community in the future,” says Jeanine Reyes, a School of Medicine student. Although participants noted coming in contact with discrimination and what seemed to be insurmountable obstacles, many of them walked away with a better sense of what it is

like to be impoverished and vowed that the experience will help to influence their professional practice. “It had a huge impact, especially thinking about working clinically in the years ahead, how we perceive patients and their actions, and what advice we give in terms of the realities of their lives,” says School of Medicine student Erin Hansen.



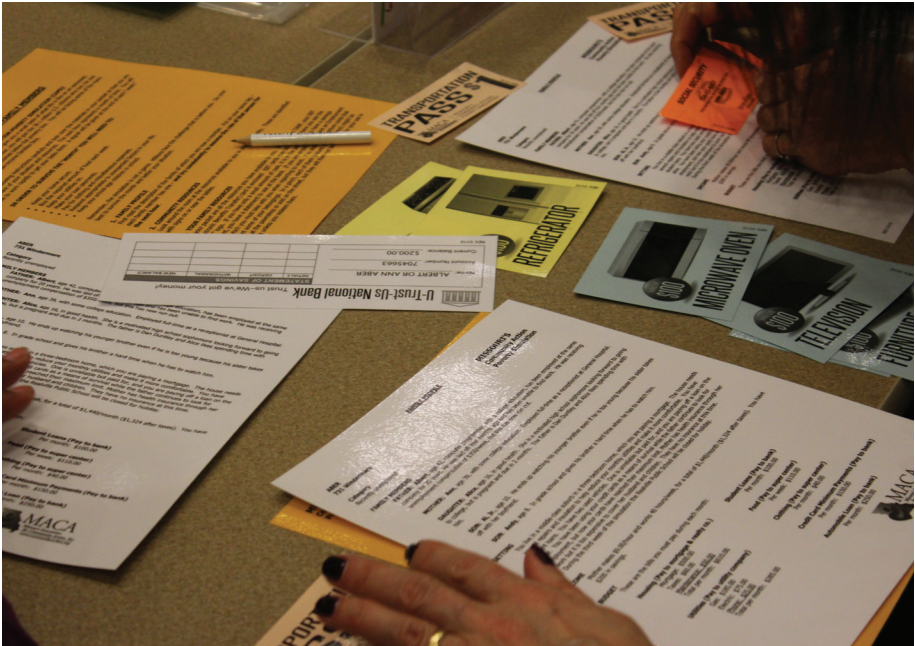
Members of the fictional Wiscott family review their budget for the month.

The next Poverty Simulation is scheduled for Monday, April 15. For more information, or to register for the event, please visit <http://www.umaryland.edu/islsi/servicelearning>.

2012 POVERTY GUIDELINES
FOR THE 48 CONTIGUOUS STATES
AND THE DISTRICT OF COLUMBIA

Persons in family/household	Poverty guideline
1	\$11,1702
2	15,130
3	19,090
4	23,050
5	27,010
6	30,970
7	34,930
8	38,890

FOR FAMILIES/HOUSEHOLDS WITH MORE THAN EIGHT PEOPLE, ADD \$3,960 FOR EACH ADDITIONAL PERSON.



Participants review their new identities and strategize about how to make ends meet.

THE elm

What’s going on at UMB today?

Student’s Winning Plan Can Simplify Adverse Drug Reporting to FDA

STEVE BERBERICH

Curtis Gallagher, a PhD graduate student in molecular medicine at the School of Medicine, says it once took him nearly 20 minutes to figure out how to report a bad medication reaction to the Food and Drug Administration (FDA).

But now, Gallagher will have a chance to tell a top FDA administrator about that frustrating experience and suggest a way to improve the agency’s reporting system.

Gallagher recently won the University’s first America’s Got Regulatory Science Talent student competition at the School of Pharmacy. He convinced the judges—two pharmacy faculty members and an FDA official—that his Interactive Medication Guides could improve the process of reporting an adverse medication event to the regulatory agency. His first-place winnings are an iPod and a chance to meet Jesse Goodman, MD, MPH, chief scientist at the FDA.

“I had that [adverse reaction] experience, and I thought there must be a more efficient

way to report side effects,” Gallagher says. “This FDA medication guidance also will increase the number of consumer reports.”

He points out that the 427,000 reports in 2010, the last complete data available, represent “a minuscule” percentage of the 150 million Americans who take at least one prescription drug.

The student competition was presented by the University’s Center of Excellence in Regulatory Science and Innovation (M-CERSI), a collaboration with the University of Maryland, College Park. In late 2011, the FDA awarded \$2 million to launch CERSI programs at the University of Maryland and Georgetown University.

M-CERSI is intended to modernize the FDA’s regulatory processes through a more robust science culture, according to Goodman, who is working closely with faculty at both the School of Pharmacy and College Park on the center’s initiatives.

James Polli, PhD, co-director of



From left: Raafat Fahmy, PhD, Food and Drug Administration science advisor and America’s Got Regulatory Science Talent student competition judge, with winner Curtis Gallagher.

STEVE BERBERICH

M-CERSI, and the Ralph F. Shangraw/ Noxell Endowed Chair in Industrial Pharmacy and Pharmaceuticals at the School of Pharmacy, says the competition was “designed to promote student interest in regulatory science—the science of developing new tools, standards, and approaches to assess the safety, efficacy, quality, and performance of FDA-regulated products.”

The judges awarded second place in the competition to a team of five doctoral students in the School of Pharmacy for developing an electronic system to promote better medication safety and adherence by facilitating more collaboration between physicians and pharmacists. Team members were Mehmet Burcu, Sarah Dutcher, Patience Moyo, Xinyi Ng, and Dinci Pennap.

The third-place team of Jane Kalinina and Neha Patel outlined how to add medication indications to pharmacy labels in order to increase patient compliance and better outcomes. Both students are earning simultaneous pharmacy and law degrees at the University of Maryland, Baltimore.

“Several graduate students and postdoctoral fellows already work on M-CERSI research projects with the FDA,” says Polli. “In addition, this competition allowed even more students from various degree programs and disciplines to be involved and learn about regulatory science. The quality of ideas and presentations was excellent. The student teams put a lot of effort into their proposed solutions. It was a lot of fun, and we’ll do it again next year.”

In Memoriam: John Dennis

TRACY GNADINGER

John Dennis, MD ’45, dean of the School of Medicine from 1974 to 1990, died on Jan. 17.

“His extraordinary work is an inspiration, and we are indebted to him for his fine leadership of the School of Medicine and his dedication to this campus,” says E. Albert Reece, MD, PhD, MBA, vice president for medical affairs at the University of Maryland, dean of the School of Medicine, and John Z. and Akiko K. Bowers Distinguished Professor.

Dennis was born on the Eastern Shore, and upon completing his MD at the University of Maryland (UM) School of Medicine, he joined the U.S. Army School of Roentgenology and served as chief of radiology at Station Hospital,

School of Medicine in 1974. He also was appointed UM’s vice chancellor for health affairs in 1975 and vice president for academic affairs in 1983. The University named Dennis dean emeritus in 1990 and professor emeritus in diagnostic radiology in 1995. Dennis also served as interim chancellor/president of the University in 1984.

Under his leadership, the School of Medicine developed into a major research institution, increasing faculty and research support, especially in the field of biomedical research. Dennis stewarded the development of the Baltimore Veterans Affairs Medical Center as well as the Area Health Education Centers, which expose students to primary care, public health, and the needs of rural and underserved populations. He also chaired the ad-hoc committee responsible for the faculty practice plan, today called Faculty Physicians, Inc.

In addition to his duties as dean, Dennis was active in his field of radiology. He served as president of the American College of Radiology, which honored him with the Gold Medal for distinguished and extraordinary service.

Other honors include an honorary ScD from the University in 1993; the Gold Medal of the American Roentgen Ray Society; the Medical Alumni Association’s Honor Award and Gold Key, and its Distinguished Service Award; and the Andrew White Medal from Loyola University Maryland. Dennis was a member of the Alpha Omega Alpha Honor Medical Society and the University of Maryland’s 1984 alumnus of the year.

“Having given nearly 50 years of service to the University, including 17 years as dean of the School of Medicine, Dr. Dennis will be greatly missed,” says Reece.

Dennis was an avid golfer, accomplished watercolorist, and enjoyed crafting furniture. He is survived by his wife, Mary Helen, four children, and seven grandchildren.



Former School of Medicine Dean John Dennis with current dean E. Albert Reece

MARK TESKE

Langley Air Force Base, Va.

Dennis returned to the School of Medicine for his residency, completed a two-year fellowship at the University of Pennsylvania, then returned to Maryland for good in 1951, becoming an instructor and later associate professor.

He became the first full-time chair of the Department of Radiology in 1953, a role he served in until he was appointed dean of the

Maryland Proton Treatment Center Celebrates Topping Out Ceremony

CAELIE HAINES

The Maryland Proton Treatment Center, a \$200 million collaborative health care project at the University of Maryland BioPark that will offer the most advanced radiation technology in cancer treatment, celebrated its “topping out” with a ceremony on Jan. 17. Topping out is a major construction milestone, marking the last beam to be laid in the building.

The School of Medicine and its Department of Radiation Oncology, which will operate the proton treatment center, was joined in the festivities by the developer, San Diego-based Advanced Particle Therapy, as well as Haskell Architects and Engineers. The facility is scheduled to begin treating patients in 2015.

During the ceremony, a giant crane hoisted a 9-foot beam three stories above the street and rested it in place at the top of the building. Nearly 400 invited guests, including construction workers and leadership from all of the partner organizations, signed the white beam in a rainbow of colors before it was put in place.

Each color represented a different cancer—for example, gray for brain cancer, pink for breast cancer, orange for kidney cancer. “Each color represents a unique patient—a father, mother, child, sister, brother, or friend, someone we care about who has suffered the ravages of cancer,” said Minesh Mehta, MBChB, FASTRO, professor at the School of Medicine and medical director of the Maryland Proton Treatment Center. “With the raising of this beam, the expectations cancer patients have of us are raised as well.”

E. Albert Reece, MD, PhD, MBA, dean and John Z. and Akiko K. Bowers Distinguished Professor at the School of Medicine and the University of Maryland’s vice president for medical affairs, said he has enjoyed watching the building grow since the groundbreaking early last year.

“I am excited to mark the progress with today’s traditional topping out ceremony,” Reece said. “My congratulations go to the entire construction, radiation oncology, and proton therapy teams.”



The University celebrates the Maryland Proton Treatment Center’s “topping out” at the BioPark. From left to right: Jeff Bordok, president and CEO of Advanced Particle Therapy; Minesh Mehta; Dean Reece; William Regine, MD, Foxman Chair of the Department of Diagnostic Radiology; and Paul Tyler, president of the commercial group for Haskell Architects and Engineers.

RICK LIPPENHOLZ

Gibson’s Stories Highlight Black History Month Celebration

CHRIS ZANG

The first time Larry Gibson met Thurgood Marshall, it was nearly midnight and the Supreme Court justice came to the door of his Falls Church, Va., home in his bathrobe.

“He said, ‘This had better be a criminal matter,’” Gibson recalled with a smile. “I replied, ‘No, Mr. Justice, it is not. But it is about Baltimore.’ He invited us in. We dealt with the legal matter in maybe 10 minutes. But we did not leave his house until after 2 a.m., as Thurgood Marshall entertained us with one story after another about his days in Baltimore.”

This was just one of the stories Gibson, LLB, professor at the University of Maryland (UM) Francis King Carey School of Law, shared from his new book as keynote speaker for the University’s Dr. Martin Luther King Jr. and Black History Month commemoration on Feb. 7.

Gibson’s book, *Young Thurgood: The Making of a Supreme Court Justice*, is more about the influences that shaped Marshall than about his accomplishments. “There were two main characters, a person and a place,” Gibson said. “The person was Thurgood Marshall and the place was Baltimore, Maryland. I’ve tried to convey how all this helped shape the man who then helped shape the nation.”

Gibson, who said he wrote the book at the urging of former law school Dean Karen Rothenberg, JD, MPA, “to set the record straight,” dispelled some false stories about Marshall. “He was a much more serious student than some have suggested,” Gibson said. “He never contemplated being a dentist. He did not have repeated disciplinary problems. He did not apply to the University of Maryland School of Law, although he would have been rejected [due to segregation laws] had he applied.”

The Black History Month program, and the viewing a week later of the documentary film *Walter P. Carter: Champion for Change*, celebrated the University’s progress regarding diversity. University President Jay A. Perman, MD, moderated the event and said, “We are here to celebrate the work of Dr. King, and to honor all who work for a free and just society.”

Among the honorees were an individual and a group who received MLK Diversity Recognition Awards.

Gregory Carey, PhD, assistant professor in the Department of Microbiology and Immunology and director of student summer research and community outreach in the Office of Student Research at the School of Medicine, was given the Outstanding UM Faculty/Staff Award.

A passionate mentor to minority students and postdoctoral fellows at the University for close to a decade, Carey recently has seen several immigrants and African-Americans of high school age go on to pursue higher degrees after being mentored in his laboratory in the Center for Vascular and Inflammatory Diseases. Carey met some of these students during his visits to local schools to encourage science and health careers.

LAURELS

FRANCIS KING CAREY SCHOOL OF LAW

American Constitutionalism: Volume II: Rights & Liberties, a book co-written by **Mark Graber, JD, PhD, MA**, associate dean for research and faculty development,



Mark Graber

was published recently. A collection of supporting publications, including *A New Introduction to American Constitutionalism*, will be available in the fall.

The 2013 supplement to the book *Harper, James, and Gray on Torts*, co-written by **Oscar Gray, JD**, Jacob A. France Professor Emeritus of Torts, was recently published.

SCHOOL OF MEDICINE

Benjamin Lawner, DO, EMT-P, assistant professor, and **Amal Mattu, MD**, vice chair



Benjamin Lawner

of emergency medicine, are among the co-editors of the book *Avoiding Common Pre-hospital Errors*, which was recently published. The book describes 138 errors that can occur in pre-hospital medicine and presents tips on how to minimize their occurrence.

Wade Gaasch, MD, assistant professor, and **Cynthia Shen, DO, MS**, clinical assistant professor, are associate editors, and **Roger Stone, MD, MS, FACEP, FAAEM**,

clinical assistant professor, contributed chapters on helicopter transport and customer service.

SCHOOL OF NURSING

Janet D. Allan, PhD, RN, FAAN, has been named dean emeritus. Allan recently retired as dean of the School after 10 years and continues to serve the University by working in the office of **Jay A. Perman, MD**, University president. “Dr. Allan has made major contributions to the School of Nursing and is very deserving of this honor,” Perman says.

Jocelyn Farrar, DNP, CCRN, ACNP-BC, assistant professor, has been appointed a board member of the Mesothelioma Applied Research Foundation. The foundation provides research funding, advocates for patients and families, and collaborates with policymakers to increase federal funding regarding mesothelioma.

SCHOOL OF PHARMACY

Toyin Tofade, PharmD, MS, associate director of experiential learning, has been chosen to co-lead the continuing education/continuing professional development team of the International Pharmaceutical Federation’s Education Section. Founded in 1972, the Education Section promotes pharmacy



Toyin Tofade

education worldwide and contributes to the development of activities regarding teaching methodology, student and faculty exchange programs, and policy development on education and training of pharmacists and pharmacy support staff.

Bruce Yu, PhD, associate professor, received an Innovation Award from the University of Maryland Center of Excel-

lence in Regulatory Science and Innovation. Yu was honored for developing novel high-throughput quality control of pharmaceutical preparations.

SCHOOL OF SOCIAL WORK

Corey Shdaimah, PhD, LLB, LLM, associate professor, was a keynote speaker during the Community-Academic Partnership Annual Conference at the University of Haifa in Israel. Shdaimah also spoke to graduate students and faculty members from across disciplines at Hebrew



Corey Shdaimah

University in Israel about their collaboration with community groups concerning housing policy that is profiled in her book *Change Research: A Case Study on Collaborative Methods for Social Workers and Advocates*.

for Social Workers and Advocates.

PhD student and master’s program alumna **Allison West, MSW ’00**, was one of four early career scholars to receive a travel award from the national Home Visiting Research Network to attend a summit on home visiting in Washington, D.C., in February. The award also provides two days of individually tailored training and mentoring on home visiting.

HEALTH SCIENCES AND HUMAN SERVICES LIBRARY (HS/HSL)

M.J. Tooey, MLS, AHIP, FMLA, associate vice president, academic affairs, and executive director, HS/HSL, and **J. Dale Prince, MA, MLS, AHIP**, executive director, National Network of Libraries of Medicine Southeastern/Atlantic Region, HS/HSL, have been elected by the members of the Medical Library Association to serve on the 2013 Nominating Committee.



JEFFREY RAYMOND

The Golden Voices of Booker T. Washington Middle School for the Arts, here with some friends from the School of Social Work, provided musical entertainment.

Asked about the award, Carey, who was joined by his wife, Indira Carey, PhD, said, “It’s surreal. My feet haven’t touched the ground yet.”

The Outstanding Student Group Award went to the University’s Pride Alliance, which promotes a more inclusive campus environment for lesbian, gay, bisexual, transgender, and queer/questioning students while mobilizing support for equality throughout Maryland.

Created by the School of Social Work’s Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, and Allies Union through partnerships with other schools at the University, the Pride Alliance was praised by Perman. “This group devoted more than 1,000 hours advocating for Question 6, Maryland’s civil marriage equity law that passed in November,” Perman said. “And these are students! With their demanding schedules and their coursework, to me this is especially impressive.”

The Golden Voices of Booker T. Washington Middle School for the Arts, a neighbor of UM’s whose alumni include Gibson, performed and drew a standing ovation. Their

first song, “Freedom Is Coming,” began with Keontay Brown singing alone on the stage. Soon his voice, joined by those of eight classmates, spread around the auditorium. The

students, led by Ronald McFadden, converged on the stage, where they also performed “Elijah Rock,” and “City Called Heaven.” They closed the program by leading “We Shall Overcome.”



JEFFREY RAYMOND

Dr. Perman awards Gregory Carey the Dr. Martin Luther King Jr. Diversity Recognition Award for Outstanding UM Faculty/Staff.

UM
shuttle



Tell us what
you think!

Join the Office of Parking and Transportation Services
for a **UM shuttle** focus group on **April 23** in the Southern
Management Corporation Campus Center Ballrooms.

**Registration is required. Space is limited in each session,
so register early. Lunch is provided.**

Session times: 11 a.m. to noon | noon to 1 p.m. | 1 - 2 p.m.

Register at www.umaryland.edu/shuttlebus/suggestions/focus.html.

Law, Medical School Representatives Meet State Legislators, Discuss Issues

LUKE GIBSON AND CAELIE HAINES

Faculty and students from the schools of law and medicine met with legislators in Annapolis recently as part of an annual series of “advocacy days” at the Maryland State House that includes each school at the University.

The visits provide a chance to discuss issues firsthand with lawmakers, and for law students, the added opportunity to shadow legislators—many of them University of Maryland alumni—to experience a day as an elected official.

On Jan. 23, after remarks from Phoebe A. Haddon, JD, LL.M., dean of the Francis King Carey School of Law; Jay A. Perman, MD, president of the University; and law school alumnus Drew Vetter, JD ’11, deputy legislative officer for Governor Martin O’Malley, JD ’88, 16 law students joined their legislator mentors to sit in on a legislative session and observe committee hearings.

“The day in Annapolis was an insightful experience into the state legislative process,” said Brenda Villanueva, law student and co-president of the University of Maryland Association of Legislative Law. “The biggest take-aways were reminders that a law degree can offer students a skill set and training that may come in handy even in the most unexpected situation.”

“It was gratifying and uplifting to see our students in Annapolis,” says Haddon. “Because Maryland is such a small and diverse state, this legislature offers students the opportunity of making a big impact on the legal process. Many model programs are developed here and implemented on a national level.” Photos from the day can be found on the law school’s Facebook page, www.facebook.com/UMDLaw.

On Jan. 30, more than 40 medical students and faculty members along with Perman and E. Albert Reece, MD, PhD, MBA, dean of the School of Medicine, John Z. and Akiko K. Bowers Distinguished Professor, and vice president for medical affairs at the University, spoke with members of the Maryland General Assembly about issues of importance to the medical school.

They urged support for the governor’s budget, which would provide for expansion of biomedical research and more than \$16 million to accelerate construction of Health Sciences Facility III—a new research building at the University.

Students also talked about the importance of loan assistance and scholarship support, and lawmakers were urged to support fund-

ing for the University of Maryland cancer program, which has helped to dramatically reduce cancer deaths in Maryland to below the national average.

“It is important for you as students, and for faculty as well, to get the opportunity to not only visit our legislative leaders but at the same time, to share with them how we, as an institution, work,” Reece said to the group. “Many are aware that we exist and know in a broad-brush way what we do, but they very much appreciate hearing how our system works, how medicine works, and some of the challenges we have to overcome.”

Senator Thomas “Mac” Middleton, chair of the Senate Finance Committee, agreed. “It’s so important that we have the opportunity to speak one-on-one with you,” he told the medical students over breakfast. “You can share the role you will play as we roll out the Affordable Care Act in 2014. With all the medical needs we have out there, we don’t yet have an infrastructure for them in place. You are going to be a very important part of that, and you have to communicate that to your legislators.”

Michael Busch, speaker of the House of Delegates, said at the breakfast that legislators are “trying to make sure we get the resources to the University system, and to students and faculty, to make sure we have the best and the brightest choosing to practice in the state of Maryland.”

“It’s a great experience,” medical student Joe Mechak said about the day in Annapolis. “It gives us exposure to this world of politics with which we are not familiar. More importantly, it gives politicians insight into the world of medicine and the School of Medicine and what’s important to us.”

To see photos and videos from the School of Medicine advocacy day, visit <http://somvweb.som.umaryland.edu/absolutenm/templates/?a=2166&z=41>.

Ronald Hube contributed to this article.

Brody Generously Fills Void at UMBF

RONALD HUBE

When T. Sue Gladhill, MSW ’76, retired last year as chief development officer and chief executive officer of the University of Maryland Baltimore Foundation, Inc. (UMBF), someone had to lead the foundation while a search for Gladhill’s replacement was conducted. Ed Brody, vice chair of the UMBF Board of Trustees, was asked to step in as UMBF’s interim president.



Barbara and Ed Brody

Brody—who was already serving on the search committee—agreed, and he headed the foundation until Michael B. “Mickey” Dowdy, MBA, took over the post this past January.

Brody and his wife, Barbara, have long been ardent supporters of the University, serving in many roles, including co-chairs of the School of Social Work’s recent \$10 million capital campaign. When Ed Brody took on the task of filling Gladhill’s shoes while helping to find her replacement, he refused any compensation, says Janet Owens, chair of the UMBF Board of Trustees.

“And I can’t tell you how many hours he put in,” Owens says.

Ed Brody’s dedication to UMBF, a foundation that plays several vital roles, including enlisting financial support for the University, and managing and investing gifts and property, is being lauded among the highest echelons of UMB.

“Ed has worked tirelessly for the University and for UMBF for many years, including when the foundation needed him the most,” says Jay A. Perman, MD, University president. “His contributions are greatly appreciated by me and by so many others.”

“Both Ed and Barbara have been wonderful to UMB,” adds Owens. “It’s a shame we don’t have thousands more like them.”



School of Medicine students and faculty pictured with Dean Reece and President Perman on Advocacy Day.

JEFFREY RAYMOND

DON'T WALK AND TALK OR TEXT

In 2012, 8 out of 9 campus robberies occurred while the victims were using their cell phones.



Be aware of your environment and **keep your phone out of sight.**

Register for UM Alerts via SMS at www.umaryland.edu/alerts/.



earth week

april 22-26, 2013

Get involved! Earth Week 2013 at UMB

Catch a movie, plant a tree, recycle, volunteer your time for sustainability, and more!

Details to come at gogreen.umaryland.edu.



faculty and staff
SENATE

Working Toward
Shared Governance

When three shared governance groups—the faculty and staff senates, and the University Student Government Association (USGA)—gathered for the first time for a holiday lunch in December, it was an event. Colette Becker, chair of the University’s Staff Senate, remarked, “It was great to see all three groups genuinely enjoying each other’s company.” Amid hors d’oeuvres, the groups shared what may be the first of many joint endeavors.

Richard Zhao, PhD, professor and head of the Division of Molecular Pathology in the Department of Pathology at the School of Medicine, and president of the Faculty Senate, came up with the idea. He said, “There were very few interactions among the Faculty Senate, Staff Senate, and USGA, even though many people from all sides have expressed a strong interest in interacting.”

Attendees included Bruce Jarrell, MD, FACS, chief academic and research officer and senior vice president, and dean of the Graduate School; Pete Gilbert, MSF, chief operating officer and senior vice president; and Roger Ward, EdD, JD, MPA, chief accountability officer and associate vice president for academic affairs.

Geoffrey Heinzl, a PhD student at the School of Pharmacy and Graduate School representative to the USGA, was pleasantly surprised to see interaction among members of all three groups. “I loved the lightness of the atmosphere,” he said. “There was definitely an attempt to promote equality, and I really appreciated that.”

Julie Zito, PhD, professor, Department of Pharmaceutical Health Services Research in the School of Pharmacy, and professor, Department of Psychiatry in the School of Medicine, observed a tone of unity throughout the event. “In the 18 years since I joined this campus,” Zito said, “I have seen a great advance in the vision of the University as a community of scientists, staff, students, and neighbors. Our first-ever collaborative holiday party is recognition of this advance. A genuine spirit of solidarity was expressed and will, no doubt, spill over to our neighbors and colleagues around Baltimore.”

Some may say that planning a party is one thing, but working together on real issues is another. The real test of this partnership will be in how the groups collaborate to address problems and issues affecting all their respective constituents.

Jarrell was pleased to be invited to the first joint event. He said, “It shows the vision and leadership of all three senate groups and their senior leaders. This outstanding type of commitment to our University and its well-being promises to lead UMB into even greater achievements through cooperation and joint problem-solving. I am proud to have been a part of it and look forward to many more such meetings.”

For the full-length article, visit <http://baltimoreyims.blogspot.com>.

Yimei Wu, MHS
Manager, Faculty Affairs and Special Projects
Department of Epidemiology and Public Health
School of Medicine



Pete Gilbert with leaders from each shared governance group. From left: Colette Becker, Shannon O'Connor, and Richard Zhao.

COURTESY OF YIMEI WU

Financial Education and Wellness Eases
Transition From Classroom to Workplace

Jenny Owens, assistant director of student communications in the Office of Campus Life, interviewed Tisa Silver-Canady, MBA, assistant director of financial education and wellness, about upcoming programs and advice about paying back student loans.

Jenny Owens: Tell me about the Office of Financial Education and Wellness (FEW). What should students know?

Tisa Silver-Canady: The Office of Financial Education and Wellness provides financial guidance and education to students in order to empower them to make informed financial decisions while in school and after they graduate. Whether their financial needs are simple or complex, we are here for our students. This resource is provided to students at no cost and serves students through educational programming, individual consultations, and online financial literacy education.

JO: What can you tell us about the programs and services you offer?

TSC: Each semester, FEW hosts workshops that cover a range of topics from investing in the stock market to assessing benefit packages with new job offers. FEW programs are open to all students. Many programs offer free food!

FEW also provides individual consultations to help students learn how to create budgets and identify ways to reduce expenses as well as assistance with debt management, loan repayment, and financial organization.

We also have online financial education programs, which offer lessons on timely topics such as interpreting credit scores and managing debt while pursuing a graduate degree.

JO: I hear your tax preparation event in March will be waiving the filing fee—is this true?

TSC: Yes, at this event volunteers from the Baltimore CASH Campaign will help

students complete their taxes online (though they will not be offering tax advice) and the filing fee will be waived! This event also is open to UMB employees—the fee will be waived for those whose income was less than \$57,000 in 2012. The event will be held on March 5 from 11 a.m. to 3 p.m. in room LL05 of the Health Sciences and Human Services Library.

JO: What is the Public Service Loan Forgiveness Program and how does this affect students?

TSC: In 2007, Congress created the Public Service Loan Forgiveness Program to encourage individuals to enter and continue to work full time in public service jobs. Under this program, borrowers may qualify for forgiveness of the remaining balance due on their eligible federal student loans after they have made 120 monthly payments on those loans under certain repayment plans while employed full time by certain public service employers. Any remaining balance owed after 120 payments, or approximately 10 years, will be forgiven tax-free!

JO: I've heard about the Pay As You Earn Repayment Plan. Can you tell me about that?

TSC: Pay As You Earn can help keep your monthly student loan payments affordable by setting payments at 10 percent of your discretionary income as opposed to a fixed amount based on how much you owe. Monthly payments are made over a period of 20 years and adjusted each year, based on changes to your annual income and family size. If you repay under Pay As You Earn and meet other requirements, any remaining balance will be forgiven after 20 years of qualifying repayment.

JO: Do you have any advice for students preparing to pay back student loans?

TSC: First, become familiar with your loan servicer. They are your main point of contact for loan repayment. Also,

the National Student Loan Data System website is a great resource to view the balances of all your federal loans in one place. Last, don't borrow everything that you're offered if you don't have to. You have the option to borrow less than the full amount—if that's feasible for you, take only what you need. By acting early you can save money and pave the way for a smooth financial transition from the classroom to the workplace.

Have questions or want to set up an individual financial consultation? Email FEWTalk@umaryland.edu or call 6-7347.

Upcoming Financial Education
and Wellness Events:

How to Assess Benefit Packages
Wednesday, March 13
Noon to 1 p.m.
SMC Campus Center, Room 351

Credit Cafés
Thursdays in April, (April 4, 11, 18 & 25)
11 a.m. to 3 p.m.
Health Sciences and Human Services Library (HS/HSL), Room LL05

**Consolidation, Loan Repayment
and Forgiveness**
Monday, May 6
10 a.m. to noon, 1 p.m. to 3 p.m.
SMC Campus Center, Room 351

Tax Preparation
Tuesday, March 5
11 a.m. to 3 p.m.
HS/HSL, Room LL05

March 1 is the priority deadline for completing the Free Application for Federal Student Aid (FAFSA). Completing the FAFSA as soon as possible and before this date can improve your chances of receiving aid, which does not have to be repaid (e.g., scholarships and grants).

The complete list of upcoming events can be found at www.umaryland.edu/fin/few/fewprograms.html.



Log on to CITS
Time to Act on eduroam

Eduroam is available! Part of a worldwide consortium, eduroam allows seamless use of wireless networks by persons associated with member institutions. For example, University of Maryland, Baltimore faculty, staff, or students who find themselves at the University of Maryland, College Park or Baltimore County campuses can use the wireless networks on those campuses by authenticating to eduroam.

The process is simple. Using the Wi-Fi network tool on your laptop, tablet, or smartphone select “eduroam.” When asked to authenticate, use your <UMID>@eduroam.net address and your UMID password. Your device will remember this network and will connect to it anytime it is available.

In order to make the switch to eduroam as easy as possible, the Center for Information Technology Services has kept other campus wireless networks, such as UM Faculty&Staff, UM iDevices, UM Conf, and UM Student, available until members of the University community have had time to switch their devices to eduroam.

The period of maintaining these other networks is quickly coming to an end. At the end of this semester, they will no longer be available. We urge you to take advantage of eduroam as soon as possible.

Specific directions for connecting to eduroam are located at: www.umaryland.edu/cits/communications/eduroam.

news BRIEFS

Perman Encourages Safety Regarding Cell Phones

Jay A. Perman, MD, president of the University, urged members of the campus community to avoid talking and texting on cell phones while walking. “You make yourself a target,” he told attendees at a recent president’s Q&A session, held in the School of Nursing auditorium.

By displaying a phone, someone might as well be holding a wallet, given the “very lucrative market” that has developed for stolen cell phones, Perman said. Of nine robberies on campus in 2012, eight involved smartphones or cell phones.

Signs have been posted across campus urging cell phone users to be careful, and people are asked to warn colleagues and classmates who talk or text on the street. “I need everybody’s help,” Perman told the group.

Antonio Williams, MS, University police chief, also urged people not to leave laptops and other valuables out in the open. And he advised being alert to surroundings, wearing University identification badges so that strangers are easier to notice, notifying police of suspicious activity, and using the police escort service.

“Bother us, please,” Williams said. Walking police escorts within the campus area are available 24 hours a day, seven days a week by calling 410-706-6882.

Perman and Williams also reviewed steps the University is taking to increase security resources and to promote safety. More information is available in a letter from Perman to the University community that can be viewed at www.umaryland.edu/offices/president/letters/2013-01-16.

Law School Teams up With Pepperdine on Dispute Resolution Workshop

The Francis King Carey School of Law’s Center for Dispute Resolution (C-DRUM) and the Straus Institute for Dispute Resolution at the Pepperdine University School of Law in California are collaborating on an intensive mediation skills workshop at the University of Maryland in March.

“Maryland has been a leader in the development of ADR [alternative dispute resolution] in courts, workplaces, and communities,” says Deborah Thompson Eisenberg, JD, director of C-DRUM. “Having this high-level training in our backyard will enhance conflict resolution skills across the board.”

The program, which is taking place at the law school March 14 to 16, is aimed at lawyers as well as judges, businesspeople, human resources specialists, government employees, and others who need proficiency in mediation, negotiation, and related skills. The program includes both beginning and advanced mediation workshops, plus specialized courses on ADR in the public sector, collaborative family law, and representing clients in mediation.

C-DRUM, which is celebrating its 10th

anniversary, runs a mediation clinic, offers courses for law students, and provides conflict resolution services and training for the legal community, public schools, workplaces, and organizations.

“Bringing the top-notch Straus training program to our law school is the logical next step in continuing C-DRUM’s role as a leader in ensuring quality dispute resolution processes,” says Eisenberg.

For more information or to register, contact Tess Marme at 310-506-6342 or tess.marme@pepperdine.edu.

Attorney General, Others Address State Gun Violence During Forum

Despite what may appear to be an unwillingness to consider opposing viewpoints in the debate regarding gun violence, Douglas Gansler, JD, Maryland attorney general, said at a forum Feb. 4 at the Francis King Carey School of Law that a middle ground is possible.

Gansler said the public has “a real appetite for people to discuss this issue.” Other speakers at the forum, organized by Gansler’s office after the recent mass shooting at an elementary school in Connecticut, included the state’s attorneys of Baltimore City and of Prince George’s and Baltimore counties, who all said new strategies, policies, and laws are needed to deal more effectively with criminals. Others at the forum included law school faculty, law enforcement officials, and legal scholars.

Richard Boldt, JD, professor, said it is possible to implement gun policies while respecting the Constitution’s Second Amendment right to bear arms. Last year Boldt wrote for the law school’s *Maryland Law Review* about a Supreme Court decision on the rights of private citizens to own and keep guns.

Thiruvendran Vignarajah, JD, MA, adjunct professor and chief of the Major Investigations Unit of the Baltimore state’s attorney’s office, said the drafters of the Constitution wanted debates about laws and regulations. Boldt also said there is no correlation between mental illness and violent behavior, and Vignarajah said that everyday gun violence is a more pervasive problem than the mass shootings that catch national attention. He suggested that judges impose longer prison sentences for criminals with guns.

To view a video of the gun violence forum, visit www.youtube.com/watch?v=0DSWQhrRp_nA&feature=youtube.

Early Study of Outcomes From Medicare Part D Can’t Explain North-South Disparities

Patients’ access to diabetes and heart failure drugs through Medicare plans in the first two years of the Part D option did not guarantee proper therapy, researchers at the University of Maryland found in a nationwide study published recently in the journal *Health Affairs*.

The study revealed that Medicare patients

university EVENTS

New Faculty Reception

President Jay A. Perman, MD, and his wife, Andrea, welcomed more than 90 new faculty members to the University on Jan. 30 at the Southern Management Corporation Campus Center. Faculty enjoyed conversation, drinks, and hors d’oeuvres and made new friends across campus.



HOLLY BOWMAN

Commencement

Friday, May 17
2 p.m.
1st Mariner Arena

Guest speaker: Stanley McChrystal, general (ret.), U.S. Army and senior fellow, Yale University.

Mark your calendars! For more information on the ceremony, and hotel and dining details, visit www.umaryland.edu/commencement.



University of Maryland, Baltimore
Staff Senate spring drive to support
**University of Maryland
Children’s Hospital**

**FEBRUARY 18
THRU MARCH 25**

Donations will be collected in boxes throughout campus for infants, toddlers, preschool and grade school children, and teens.
umaryland.edu/copy_ssenate/

in the Northern regions of the nation spent more for Part D drugs for the two conditions and tended to adhere better to taking them than did patients in Southern regions.

Lead researcher Bruce Stuart, PhD, says “there are several plausible conjectures behind these findings.”

“The [Part D] program came into play in 2006 and for many of the people who got the benefit, this could be the first time they were using the drugs,” Stuart says. Also, these drugs are primarily for long-term benefit. “The answer is likely that it takes a while for these drugs to work,” he says.

Stuart is the executive director of the Peter Lamy Center for Drug Therapy and Aging

and a professor in the Department of Pharmaceutical Health Services Research at the School of Pharmacy.

Stuart says analysis of subsequent years of Part D will be needed to make firm conclusions as to the payoff in hospital costs and services for people using and adhering to the heart and diabetes drug regimens. Stuart hopes to begin a follow-up study to replicate the first one.

“Discovering which regional factors are responsible for differences in medication practices should be a high priority,” the researchers wrote in *Health Affairs*.

UM go GREEN

Combating the Urban Food Desert

TRACY GNADINGER

From food production to consumption, the Johns Hopkins Center for a Livable Future (CLF) is looking for sustainable alternatives to improve public health and the health of the environment, says Amanda Behrens, MPH, MS, senior program officer at the CLF.

Behrens discussed the impact of food deserts on local communities at a UM Go Green-sponsored sustainability workshop on Feb. 7.

Although there’s no definitive definition of a food desert, Behrens offered the CLF’s: “[A food desert is] an area where the distance to a supermarket is more than one-quarter of a mile; the median household income is near the federal poverty level; over 40 percent of households have no vehicle available; and the average Healthy Food Availability Index [www.jhsph.edu/sebin/a/x/HEAI_Map_Notes.pdf] score for supermarkets, convenience, and corner stores is low.”

In collaboration with Baltimore City’s Office of Sustainability, the CLF recently released the Baltimore City Food Environment Map. The map identifies food deserts and illustrates

access to supermarkets, public markets, farmers markets, and virtual supermarkets.

Some conclusions the map draws are that 20 percent of Baltimore City residents (one-quarter of all school-age children and one-quarter of all African-Americans) live in a food desert, says Behrens, and 36 percent of Baltimore neighborhoods contain a food desert.

Moreover, there’s a correlation between poverty and obesity, she says. Baltimore City currently has a 20-year gap between the life expectancies of the wealthiest and poorest residents. People who live in food deserts have access to more unhealthy food options, often found at corner stores and carryout restaurants, rather than healthy food options.

Farmers markets are a good way to address these issues, says Behrens, although they have limited hours of operation compared to food stores. “Our goal is not only to look at the impact of our food system on nutrition and environmental health,” says Behrens, “but to make improvements by offering alternative sustainable solutions.”

Some steps the CLF is taking include collecting environmental impact data (of different production systems), understanding local agriculture better, creating alternative scenario maps, and looking at healthy food demand and purchasing from farms to institutions (schools, universities, hospitals, and the state government).

For additional food map resources, visit mdfoodsystemmap.org.

CALENDAR

March 11

The Backyard Gardener. Start your garden with help from the University of Maryland Extension. Presented by the Wellness Hub and UM Go Green. Noon to 1 p.m., Southern Management Corporation (SMC) Campus Center Green Room. For more information, visit gogreen.umaryland.edu.

March 15

School of Medicine Match Day. Fourth-year medical students find out the identities of the hospitals and the specialties in which they will perform their residencies. Noon, Davidge Hall.

March 26

Take the Bike Lane. Justin Taylor, vice president of the University Student Government Association, will talk about urban biking and share tips on bike repair. Presented by the Wellness Hub and UM Go Green. Noon to 1 p.m., SMC Campus Center Green Room. For more information, visit gogreen.umaryland.edu.

March 27

Wellness Fair. Includes information and demonstrations about health, along with giveaways and free massages. 10 a.m. to 2 p.m., SMC Campus Center ballrooms.

March 28

Women's Health Fair. Noon to 1 p.m., SMC Campus Center, second floor.

April 4

Pollinators 101. One-third of the food you eat grows from pollination. Learn more from the Cylburn Arboretum. Noon to 1 p.m., SMC Campus Center, Room 351. For more information, visit gogreen.umaryland.edu.

April 5

LGBTQ Suicide Prevention Training. The Gay, Lesbian, Bisexual, Transgender Community Center of Baltimore offers free training on suicide prevention among LGBTQ youth and their peers. Noon to 1:30 p.m., SMC Campus Center, Room 351. To register, visit <http://cf.umaryland.edu/wellness/calendar>.

University Launches New Ridesharing Program

TRACY GNADINGER

The University of Maryland, Baltimore (UMB) introduced a new ridesharing program in February.

Zimride, a national rideshare service, is now available to campus commuters who want to share space in their vehicles or find rides with others.

"Zimride gives the University another tool in helping students, faculty, and staff find rides they otherwise wouldn't be aware of," says Tony Green, manager, transportation demand management and customer service in the Office of Parking and Transportation Services.

With parking on campus in high demand, Zimride makes commuting easier and offers a fun, simple way to save money and reduce the University's carbon footprint, Green says.

Users can create individual profiles, list details such as smoking rules and music preferences, and link to Facebook profiles. Zimride requires a University email account. To register, visit zimride.umaryland.edu.

Olajumoke Amuwo, a PharmD candidate

in the School of Pharmacy who drives to the University almost every day of the week, says he has already experienced the benefits of carpooling and Zimride.

"As students, saving is always important," says Amuwo. "This is a great way to cut back on expenses such as gas."

Zimride is a nationwide program that began in 2007 after CEO Logan Green witnessed an efficient transportation system in Zimbabwe—which is where he got the name, Zimride.

Curtis Rogers, national account manager at Zimride, says the service is "useful for everyone on campus, but specifically targets both commuters and people who travel long distances for spring break, holidays, or other vacations."

"Many Zimride users become friends with their fellow carpoolers, and often remain friends even if they no longer carpool," Rogers adds.

For more information on the UMB Zimride program and other alternative transportation options, visit www.umaryland.edu/parking/transportation/index.html.

around CAMPUS



Congratulations to the Baltimore Ravens! Faculty, staff, and students cheered on the Ravens at the Paint UMB Purple event, a Campus Life-sponsored pep rally at the Southern Management Corporation Campus Center on Feb. 1. Pictured above are students playing Wii dance at the URecFit booth.



COURTESY OF ROGER WARD

President Jay A. Perman, MD, and his wife, Andrea, hosted a brunch for Graduate School students to discuss ideas, issues, and student experiences at the University. Everyone enjoyed good food and great company. Pictured to the left are Roger Ward (seated), EdD, JD, MPA, chief accountability officer and associate vice president, and President Perman with students.

A large graphic for the "Rideshare Refresh" campaign. It features a blue car air freshener hanging from a car's rearview mirror. The air freshener has two labels: "RIDE FRESHENER" and "NEW CAR(POL) SMELL". Below the air freshener, the text "RIDESHARE Refresh" is displayed in large, bold, blue letters. Underneath that, a white banner contains the text "WE'RE REINVENTING THE CARPOOL." At the bottom, the Zimride logo and the University of Maryland logo are shown, along with the website "zimride.umaryland.edu".

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